



Peter is a serial entrepreneur with a 25-year record of developing companies from concept to profit, with a particular focus on driving efficiencies to large and inefficient markets.

Peter has a deep appreciation for the role that small businesses play in sustaining our economy and the hands-on knowledge and insight that entrepreneurs need to build a thriving organization. He is passionate about entrepreneurship, small business and education for America's youth. Pete is the Chairman of the Entrepreneurship Institute and Vice Chair of the Executive Committee of the Advisory Board of the Harry F. Byrd School of Business, Shenandoah University, recently ranked in the top 10% of business schools worldwide.

Peter is a frequently invited speaker at various speaking engagements including the Department of Commerce, Commonwealth of Virginia, Federal Reserve Bank and the Service Corp of Retired Executives (SCORE) on matters relating to small business and entrepreneurship, as well as multiple briefings on Capital Hill to help educate a series of Senators and Congressman on the impact of Small Business on the US Economy. He is considered a subject matter expert in small business, and has been interviewed by leading publications including Forbes.com, WSJ, INC, Entrepreneur, PC Magazine, PC World, and FOX News Radio. Peter was profiled by Smart CEO Magazine as one of the "20 Leaders We Admire in Washington, D.C.", and was singled out by the Government of Finland in their study on innovation as a "Shining example of US Innovation", and in addition MyBizHomepage was singled out by a leading Irish research firm as one of "6 SaaS plays to watch worldwide". Peter is also a Founding Board Member of the America and China International Foundation (ACIF), dedicated to promoting cultural, educational, and business exchange between the People's Republic of China and the United States of America. The organization hosts 2 annual conferences, the US-China Women Owned Business Conference and US-China Small and Medium Size Business Conference.

As the founder of Washington DC based MyBizHomepage, Peter designed and built the industry's first small business financial intelligence engine, helping thousands of small businesses better understand and thus react to changes in their financial information in real time, and in "English" not "accounting". MyBizHomepage is endorsed by the leading Small Business influencers in the United States, and has gained significant international recognition. As CEO, Peter Justen is responsible for business development, strategic planning and implementation, and brings with him a successful background capitalizing on driving efficiencies to large but large, inefficient markets.

In the dot-com era he created an Internet company, POWERWorx Online, that included dial-up connectivity for business and residential users services, corporate and affinity group web hosting and co-location services growing the company from 6 employees to 180 in 18 months. The Company's services were marketed through affinity partners totaling in excess of 75 million households who "re-sell" the dial-up service. Clients included Sony Signature, Lycos, RE/MAX, Fleet Bank and Credit Card Services, Cendant and others. Mr. Justen oversaw the acquisitions of 5 companies to round out the product offerings with a total head count of 500+ with a market capitalization of \$1.2 billion.

In 1996 Mr. Justen developed a one-stop concept for providing web based financial services to consumers using primarily direct response and affinity marketing methods. The Company, Pace Financial Network, started and licensed an insurance brokerage in 45 states, a mortgage banking company in 40 states, as well as a broker dealer in the first 18 months of operation. As an IBM eBusiness partner he helped design and market a multi-million dollar leading edge financial products and services platform, ultimately developing a distribution channel of over 1,000 nationwide affinity groups as well as brand name financial service partners and Universities to participate in service provisioning. The Company was subsequently sold to Ameritrade.

In 1992 Mr. Justen led Countrywide Funding, then the nation's largest lender, into telephony-based mortgage banking, focusing on generating new customers for the company without impacting the efforts of the retail origination group. Mr. Justen pioneered such current common use practices as affinity group marketing, TV and Radio direct response for mortgage origination, extended service hours and streamlined processing procedures, generating \$1.4 billion dollars in new mortgages in the first twelve months of operation, an industry record.

Press

1. Association of Small Business Development Centers (ASBDC). We are under contract with them to private label a MyBiz site for each of their thousand offices nationwide. Their COO is on our Advisory Board. <http://sbdnet.org/sbdcs-in-the-news/mybizhomepage-partners-with-asbdc.php>
2. SCORE distributes us both on the web site as a tool and at their conferences. Their CEO is on our Advisory Board. http://www.score.org/newsroom_mybizhomepage.html
3. Study of Innovation by the Government of Finland. MyBiz was the only small company chosen to be profiled. <http://www.peerinsight.com/docs/tekesreport.pdf>
4. Washington SmartCEO One of 20 Leaders we admire (page 33) <http://www.smartceo.com/files/DCEO.09.06.pdf>
5. Forbes.com http://www.forbes.com/2006/10/04/intuit-quickbooks-amazon-ent-fin-cx_el_1004accountingsoftware.html
6. INC Top Ten Tech Must Haves <http://technology.inc.com/hardware/articles/200712/campbell.html>
7. Entrepreneur Magazine <http://www.entrepreneur.com/magazine/entrepreneur/2008/july/194490.html>
8. Entrepreneur Magazine...again <http://www.entrepreneur.com/dloads/details/10872374.html>

9. Evan Carmichael Leading SMB blog
<http://www.evancarmichael.com/Marketing/552/An-Entrepreneurs-Best-Friend-The-MyBizHomepage-Financial-Tools-Dashboard.html>
10. Leaders Portfolio <http://leadersportfolio.com/archives/319>
11. Radio interview <http://www.wsradio.com/player/wsradio-player2.cfm/type/windows/show/Build-Your-Business-Radio/segment/21964.html>
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13. PC World
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15. Local press <http://www.loudountimes.com/news/2007/may/09/mybizhomepage-consolidates-information-from-multip/>
16. Hispanic Business
http://www.hispanicbusiness.com/pr_newswire/2006/12/4/partnerships_prove_key_to_success_in.htm
17. Computer World http://www.computerworld.com.au/article/173518/free_web-based_financial_app
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19. INC <http://technology.inc.com/software/articles/200808/campbell.html>
20. Business Week
http://www.businessweek.com/smallbiz/content/oct2008/sb2008106_319606.htm
21. B to B Magazine
<http://www.btobonline.com/apps/pbcs.dll/article?AID=/20070507/FREE/70507015/1034/FREE>